



NEVADA  
COMMISSION  
ON TOURISM

# Discover *the* Facts

SECOND QUARTER  
*2007* VOLUME XV

A Digest of Statistical Information on the Nevada Tourism Industry



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A Quarterly Report Published by:  
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**NEVADA**  
COMMISSION  
ON TOURISM

# Visitor Volume

*The number of visitors to Nevada.*

MONTH	2005	2006	PERCENT CHANGE
July	4,601,579	4,483,127	(2.6%)
August	4,409,981	4,455,416	1.0%
September	4,291,788	4,336,740	1.0%
October	4,393,849	4,410,689	0.4%
November	4,068,710	4,048,113	(0.5%)
December	4,009,982	3,939,296	(1.8%)

MONTH	2006	2007	PERCENT CHANGE
January	4,255,070	4,226,079	(0.7%)
February	4,125,375	4,067,918	(1.4%)
March	4,654,224	4,755,713	2.2%
April	4,424,774	4,428,642	0.1%
May	4,454,914	4,504,029	1.1%
June	4,300,421	4,517,567	5.0%
TOTAL	51,990,666	52,173,329	0.4%

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	9,800,118	9,977,554	1.8%
Laughlin	860,560	808,499	(6.0%)
Mesquite	415,679	400,302	(3.7%)
Washoe County	1,345,753	1,295,883	(3.7%)
All other counties	757,999*	968,000*	27.7%
TOTAL (State)	13,180,109	13,450,238	2.0%

\*All other counties visitor volume counts reflect an updated methodology, using the TravelsAmerica visitor study by TNS, effective January 2006, to be updated on a quarterly basis for the remainder of calendar year 2006.

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.



# Convention Attendance

*The number of delegates attending conventions in Nevada.*

MONTH	2005	2006	PERCENT CHANGE
July	423,653	458,497	8.2%
August	442,900	670,014	51.3%
September	644,018	454,044	(29.5%)
October	397,654	580,999	46.1%
November	653,449	675,955	3.4%
December	245,387	212,930	(13.2%)

MONTH	2006	2007	PERCENT CHANGE
January	817,910	851,031	4.0%
February	870,171	980,861	12.7%
March	873,525	766,204	(12.3%)
April	639,789	592,754	(7.4%)
May	512,309	607,687	18.6%
June	611,208	507,838	(16.9%)
<b>TOTAL</b>	<b>7,131,973</b>	<b>7,358,814</b>	<b>3.2%</b>

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	1,468,680	1,454,034	(1.0%)
Laughlin	67,402	44,770	(33.6%)
<b>Washoe County</b>	55,937	86,208	54.1%
<b>All other counties</b>	171,287	123,267	(28.0%)
<b>TOTAL (State)</b>	<b>1,763,306</b>	<b>1,708,279</b>	<b>(3.1%)</b>

# Occupancy Level

*A percentage based on room nights occupied and total room nights available.*

MONTH	2005	2006	NET CHANGE
<b>July</b>	88.6%	87.2%	(1.4%)
<b>August</b>	85.2%	86.9%	1.7%
<b>September</b>	85.2%	86.7%	1.5%
<b>October</b>	84.5%	85.4%	0.9%
<b>November</b>	80.4%	80.8%	0.4%
<b>December</b>	76.4%	74.7%	(1.7%)

MONTH	2006	2007	NET CHANGE
<b>January</b>	80.1%	79.3%	(0.8%)
<b>February</b>	85.6%	85.2%	(0.4%)
<b>March</b>	88.6%	89.0%	0.4%
<b>April</b>	88.0%	87.9%	(0.1%)
<b>May</b>	85.6%	86.6%	1.0%
<b>June</b>	85.3%	87.4%	2.1%
<b>MONTHLY AVG</b>	84.4%	84.8%	0.4%

## Second Quarter 2007 Area Highlights

AREA	2006	2007	NET CHANGE
<b>Clark County:</b>			
<b>Las Vegas</b>	91.2%	92.6%	1.4%
<b>Laughlin</b>	76.5%	75.1%	(1.4%)
<b>Mesquite</b>	86.9%	84.4%	(2.5%)
<b>Lake Tahoe*</b>	71.6%	72.1%	0.5%
<b>Washoe County</b>	72.6%	71.4%	(1.2%)
<b>All other counties</b>	63.5%	68.0%	4.5%
<b>QUARTER AVG (State)</b>	86.3%	87.3%	1.0%

*The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).*

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Nights Occupied

*The number of room nights occupied.*

MONTH	2005	2006	PERCENT CHANGE
<b>July</b>	4,938,136	4,851,125	(1.8%)
<b>August</b>	4,771,315	4,838,058	1.4%
<b>September</b>	4,618,169	4,671,508	1.2%
<b>October</b>	4,722,181	4,758,595	0.8%
<b>November</b>	4,343,036	4,305,884	(0.9%)
<b>December</b>	4,253,071	4,134,841	(2.8%)

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	4,428,837	4,402,231	(0.6%)
<b>February</b>	4,262,213	4,275,962	0.3%
<b>March</b>	4,900,685	4,944,238	0.9%
<b>April</b>	4,706,139	4,723,386	0.4%
<b>May</b>	4,745,295	4,809,401	1.4%
<b>June</b>	4,596,444	4,712,052	2.5%
<b>TOTAL</b>	55,285,521	55,427,280	0.3%

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>			
<b>Las Vegas</b>	11,026,113	11,215,162	1.7%
<b>Laughlin</b>	746,694	729,214	(2.3%)
<b>Mesquite</b>	212,133	206,024	(2.9%)
<b>Lake Tahoe*</b>	155,100	155,062	—
<b>Washoe County</b>	1,219,718	1,177,570	(3.5%)
<b>All other counties</b>	688,121	761,807	10.7%
<b>TOTAL (State)</b>	14,047,879	14,244,839	1.4%

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Inventory

*The number of hotel/motel rooms in Nevada.*

MONTH	2005	2006	PERCENT CHANGE
July	179,858	179,452	(0.2%)
August	180,685	179,632	(0.6%)
September	180,763	179,553	(0.7%)
October	180,357	179,665	(0.4%)
November	180,036	177,670	(1.3%)
December	179,679	178,638	(0.6%)

MONTH	2006	2007	PERCENT CHANGE
January	178,420	179,075	0.4%
February	177,783	179,328	0.9%
March	178,373	179,120	0.4%
April	178,253	179,064	0.5%
May	178,919	179,128	0.1%
June	179,678	179,668	—
END OF PERIOD	179,678	179,668	—

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	133,347	133,205	(0.1%)
Laughlin	10,698	10,696	—
Mesquite	2,683	2,683	—
Lake Tahoe*	2,382	2,367	(0.6%)
Washoe County	18,663	18,402	(1.4%)
All other counties	11,905	12,315	3.4%
END OF PERIOD (State)	179,678	179,668	—

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2007.*

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Tax Collections

*Dollars shown represent 3/8 of 1 percent, the amount allocated to the State to promote tourism.*

MONTH	2005	2006	PERCENT CHANGE
July	\$1,550,662	\$1,583,503	2.1%
August	1,369,689	1,390,641	1.5%
September	1,359,830	1,352,474	(0.5%)
October	1,334,793	1,443,826	8.2%
November	1,447,540	1,587,669	9.7%
December	1,462,815	1,643,169	12.3%

MONTH	2006	2007	PERCENT CHANGE
January	1,327,528	1,479,144	11.4%
February	1,147,611	1,167,145	1.7%
March	1,232,947	1,536,132	24.6%
April	1,627,597	1,524,091	(6.4%)
May	1,696,430	1,986,120	17.1%
June	1,722,115	1,669,650	(3.0%)
<b>TOTAL</b>	<b>\$17,279,556</b>	<b>\$18,363,565</b>	<b>6.3%</b>

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County	\$4,652,994	\$4,743,043	1.9%
Washoe County	250,824	271,981	8.4%
Douglas County*	53,361	62,512	17.1%
Elko County	36,380	42,424	16.6%
Carson City	10,367	11,131	7.4%
All other counties	42,215	48,770	15.5%
<b>Total (State)</b>	<b>\$5,046,142</b>	<b>\$5,179,861</b>	<b>2.6%</b>

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

\*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.



# Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2005	2006	PERCENT CHANGE
July	\$958,483,000	\$1,038,761,000	8.4%
August	989,053,000	1,063,326,000	7.5%
September	1,011,894,000	984,970,000	(2.7%)
October	1,059,079,000	1,062,981,000	0.4%
November	999,644,000	1,140,738,000	14.1%
December	907,706,000	1,062,753,000	17.1%

MONTH	2006	2007	PERCENT CHANGE
January	1,140,819,000	1,117,053,000	(2.1%)
February	1,026,407,000	1,055,715,000	2.9%
March	1,063,165,000	1,054,767,000	(0.8%)
April	989,966,000	1,053,251,000	6.4%
May	1,126,549,000	1,143,679,000	1.5%
June	907,709,000	959,816,000	5.7%
<b>TOTAL</b>	<b>\$12,180,474,000</b>	<b>\$12,737,810,000</b>	<b>4.6%</b>

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>	\$2,531,294,000	\$2,650,858,000	4.7%
<b>Strip</b>	1,561,715,000	1,641,236,000	5.1%
<b>Downtown</b>	155,241,000	158,740,000	2.3%
<b>Laughlin</b>	154,602,000	156,644,000	1.3%
<b>Mesquite</b>	37,625,000	42,439,000	12.8%
<b>County balance</b>	622,111,000	651,799,000	4.8%
<b>Washoe County</b>	269,671,000	273,116,000	1.3%
<b>Lake Tahoe*</b>	82,101,000	80,755,000	(1.6%)
<b>Elko County</b>	65,838,000	76,338,000	15.9%
<b>Carson Valley Area</b>	30,790,000	29,805,000	(3.2%)
<b>All other counties</b>	44,530,000	45,874,000	3.0%
<b>TOTAL (State)</b>	<b>\$3,024,224,000</b>	<b>\$3,156,746,000</b>	<b>4.4%</b>

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Airport Volume

*The number of passengers arriving and departing from Nevada's airports.*

MONTH	2005	2006	PERCENT CHANGE
July	4,580,194	4,619,469	0.9%
August	4,453,857	4,565,020	2.5%
September	4,155,265	4,244,733	2.2%
October	4,327,386	4,504,669	4.1%
November	4,060,555	4,283,632	5.5%
December	3,967,597	4,223,006	6.4%

MONTH	2006	2007	PERCENT CHANGE
January	3,927,406	4,098,344	4.4%
February	3,818,096	3,887,565	1.8%
March	4,566,648	4,706,935	3.1%
April	4,354,664	4,433,055	1.8%
May	4,385,400	4,642,263	5.9%
June	4,399,252	4,659,547	5.9%
<b>TOTAL</b>	<b>50,996,320</b>	<b>52,868,238</b>	<b>3.7%</b>

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,678,804	12,310,307	5.4%
Reno/Tahoe Int.	1,265,078	1,285,653	1.6%
North Las Vegas	129,811	63,125	(51.4%)
Laughlin/Bullhead Int.	38,653	52,502	35.8%
Elko Airport	16,304	14,776	(9.4%)
Henderson Exec. Airport	10,666	8,502	(20.3%)
<b>TOTAL (State)</b>	<b>13,139,316</b>	<b>13,734,865</b>	<b>4.5%</b>

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

# Vehicle Traffic Counts

*The number of vehicles entering Nevada by way of interstate, U.S. and state highways.*

MONTH	2005	2006	PERCENT CHANGE
<b>July</b>	2,947,294*	2,128,997**, ***	(27.8%)
<b>August</b>	2,846,506*	2,234,868**, ***	(21.5%)
<b>September</b>	2,479,584	2,077,872**, ***	(16.2%)
<b>October</b>	2,401,188	2,043,367**	(14.9%)
<b>November</b>	2,092,117	2,015,778**	(3.6%)
<b>December</b>	2,383,605	2,118,420**	(11.1%)

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	2,137,880	1,920,324**	(10.2%)
<b>February</b>	2,120,926	1,844,965**	(13.0%)
<b>March</b>	2,283,057	2,073,797**	(9.2%)
<b>April</b>	2,344,089	1,873,612**	(20.1%)
<b>May</b>	2,279,376***	2,714,662	19.1%
<b>June</b>	2,533,404***	2,880,588	13.7%
<b>TOTAL</b>	28,849,026	25,927,250	(10.1%)

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>I-15 at Primm/Jean</b>	1,845,243	1,705,602	(7.6%)
<b>I-15 at Mesquite</b>	1,096,072	1,110,453	1.3%
<b>I-80 at Verdi</b>	1,301,023	954,987**	(26.6%)
<b>I-80 at Wells</b>	289,926	279,193	(3.7%)
<b>All other entry points</b>	2,624,605***	3,418,627	30.3%
<b>TOTAL (State)</b>	7,156,869	7,468,862	4.4%

*Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.*

\*Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for July and August 2005 do not contain any data.

\*\*Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

\*\*\*Due to road construction at various other entry points, the respective traffic totals for May 2006 through September 2006 do not contain any data.

# Park Usage

*The number of people visiting state and nearby national parks.*

MONTH	2005	2006	PERCENT CHANGE
July	3,442,049	3,481,676	1.2%
August	3,242,090	3,234,921	(0.2%)
September	2,495,570	2,484,511	(0.4%)
October	2,104,019	2,126,859	1.1%
November	1,346,542	1,359,119	0.9%
December	1,097,971	934,035	(14.9%)

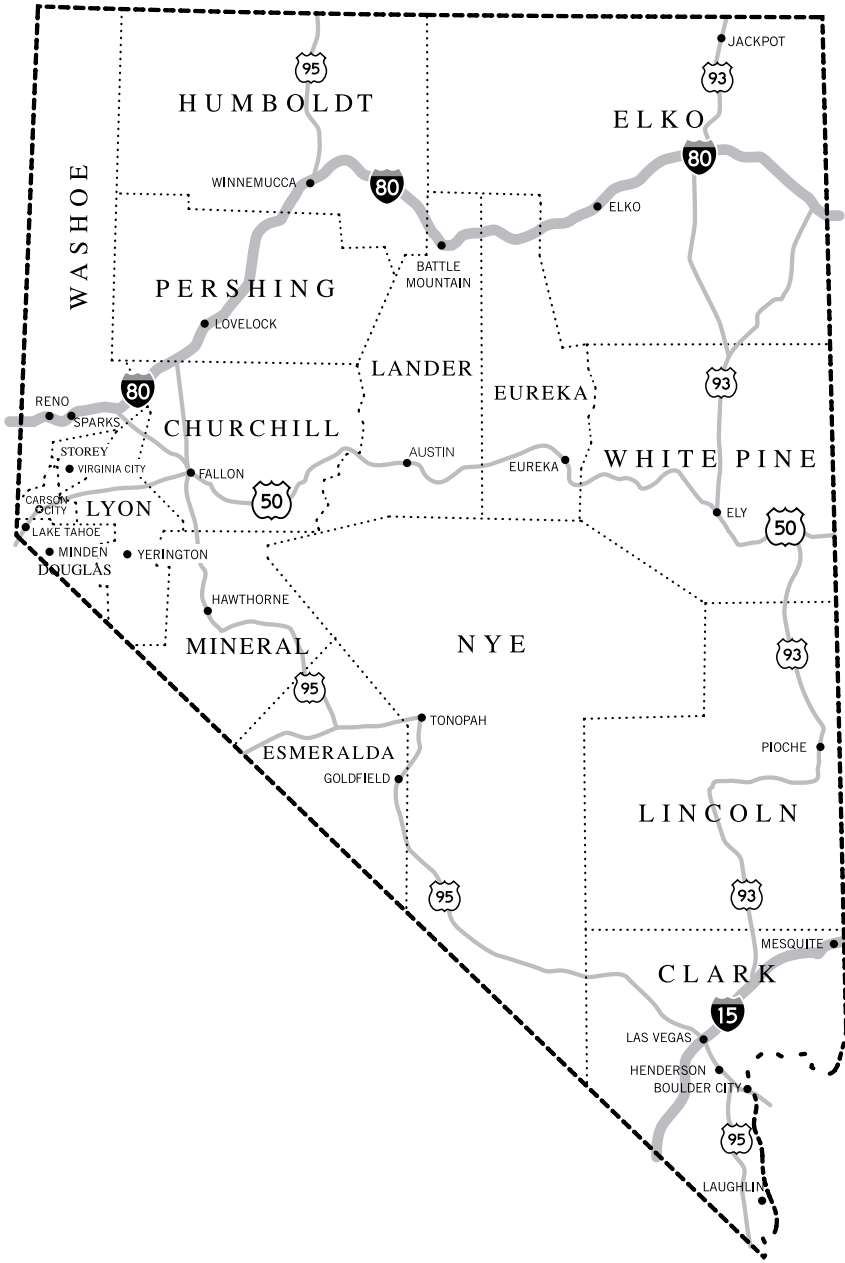
MONTH	2006	2007	PERCENT CHANGE
January	1,230,723	1,062,011	(13.7%)
February	1,233,323	1,139,578	(7.6%)
March	1,640,110	1,740,229	6.1%
April	2,171,931	2,212,965	1.9%
May	2,537,848	2,540,139	0.1%
June	2,974,080	3,103,957	4.4%
TOTAL	25,516,256	25,420,000	(0.4%)

## Second Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Nevada State Parks	966,960	1,057,304	9.3%
Great Basin Nat. Park	28,030	30,564	9.0%
Lake Mead Nat. Rec. Area	2,364,821	2,302,520	(2.6%)
Hoover Dam Visitor Center	232,542	244,916	5.3%
Red Rock Canyon	202,495	194,185	(4.1%)
Grand Canyon Nat. Park	1,407,397	1,419,000	0.8%
Zion Nat. Park	873,254	906,315	3.8%
Bryce Canyon Nat. Park	485,552	467,194	(3.8%)
Death Valley Nat. Park	207,081	153,411	(25.9%)
Yosemite Nat. Park	915,727	1,081,652	18.1%
TOTAL (All Parks)	7,683,859	7,857,061	2.3%



# Nevada State Map



# Information Sources

## **Carson City Convention & Visitors Bureau**

1900 South Carson St., Suite 100  
Carson City, NV 89701  
775-687-7410 • Fax: 775-687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

## **Carson Valley Chamber of Commerce**

1513 U.S. Hwy 395 North  
Gardnerville, NV 89410  
775-782-8144 • 800-727-7677  
Fax: 775-782-1025 • [www.carsonvalleynv.org](http://www.carsonvalleynv.org)

## **Elko Convention & Visitors Authority**

700 Moren Way, Elko, NV 89801  
775-738-4091 • 800-248-3556  
Fax: 775-738-2420 • [www.elkocva.com](http://www.elkocva.com)

## **Elko Regional Airport**

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://www.elkocity.com)

## **Ely Bristlecone Convention Center**

150 Sixth St., P.O. Box 958, Ely, NV 89301  
775-289-3720 • 800-490-9350  
Fax: 775-289-6757 • [www.elynevada.net](http://www.elynevada.net)

## **Fallon Convention Center**

100 Campus Way, Fallon, NV 89406  
775-423-4556 • 800-874-0903  
Fax: 775-423-8926 • [www.fallontourism.com](http://www.fallontourism.com)

## **Hawthorne Convention Center**

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountychamber.com](http://www.mineralcountychamber.com)

## **Henderson Convention Center & Visitors Bureau**

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.visithenderson.com](http://www.visithenderson.com)

## **Lake Tahoe Visitors Authority**

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.bluelaketahoe.com](http://www.bluelaketahoe.com)

## **Las Vegas Convention & Visitors Authority**

3150 Paradise Rd., Las Vegas, NV 89109-9096  
702-892-0711 • 877-847-4858  
Fax: 702-892-2824  
[www.VisitLasVegas.com](http://www.VisitLasVegas.com)

## **McCarran International Airport**

P.O. Box 11005, Las Vegas, NV 89111-1005  
702-261-5211 • 800-261-5704  
Fax: 702-597-9553 • [www.mccarran.com](http://www.mccarran.com)

## **National Park Service**

1849 C Street NW, Washington, D.C. 20240  
202-208-6843 • [www.nps.gov/grba](http://www.nps.gov/grba)

## **Nevada Department of Transportation**

1263 S. Stewart St., Carson City, NV 89712  
775-888-7000 • Fax: 775-888-7201  
[www.nevadadot.com](http://www.nevadadot.com)

## **Nevada Division of State Parks**

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://parks.nv.gov)

## **Nevada Department of Employment Training, and Rehabilitation**

1929 N. Carson St., Carson City, NV 89703  
775-684-3909 • [www.detr.state.nv.us/es/es\\_index.htm](http://www.detr.state.nv.us/es/es_index.htm)

## **Nevada Gaming Control Board**

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [gaming.nv.gov](http://gaming.nv.gov)

## **Pershing County Community Center**

820 Sixth St., P.O. Box 986, Lovelock, NV 89419  
775-273-7144 • 888-273-3200  
Fax: 775-273-7647 • [www.zplace2b.com/pccofo](http://www.zplace2b.com/pccofo)

## **Reno-Sparks Convention & Visitors Authority**

4590 S. Virginia St., Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.visitrenotahoe.com](http://www.visitrenotahoe.com)

## **Reno/Tahoe International Airport**

2006 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • Fax: 775-328-6510  
[www.renoairport.com](http://www.renoairport.com)

## **Tahoe-Douglas Chamber of Commerce**

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
[tahoe.tahoechamber.org](http://tahoe.tahoechamber.org)

## **Tonopah Convention Center**

301 Broughe Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://www.tonopahnevada.com)

## **Wendover Area Chamber of Commerce & Tourism**

735 Wendover Blvd., P.O. Box 2468  
Wendover, NV 89883  
775-664-3414 • 800-426-6862  
Fax: 775-664-3414 • [www.westwendovercity.com](http://www.westwendovercity.com)

## **Winnemucca Convention & Visitors Bureau**

50 W. Winnemucca Blvd., Winnemucca, NV 89445  
775-623-5071 • 800-962-2638  
Fax: 775-623-5087 • [www.winnemucca.org](http://www.winnemucca.org)



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